

HOW TO USE POLACOLOR FILM **TYPE 48**

URGENT: See new loading instructions on film leader. Failure to load properly can cost you a roll of film.

NOTE: Polaroid Land Color film can be used outdoors or indoors. For indoor pictures, always use flash. This film gives best results when the temperature of the camera is between 60 degrees and 90 degrees Fahrenheit while processing the picture. Be sure to read sections on "Development Time" on page 2 and "Pictures in Extreme Temperatures" on page 5 for special instructions. This is a six exposure roll.

FILM SPEED: 75 ASA equivalent at temperatures above 60 degrees. This is a lower speed than the black and white film you have been using. Please check carefully the instructions below which apply to your camera.

- **J66 Cameras:** A special adapter is needed to adapt the electric eye for the slower speed of color film. See the special note for J66 owners on page 5.
- **850-900 Cameras:** There is no 75 film speed dial setting on these cameras. The dial should be set at 50.
- **All Other Cameras:** Use an exposure meter or the exposure guide on page 4. For Polaroid

exposure meters: set Models 625 and 620 between 50 and 100; set PR 22 on D, PR 23 on 70; PR 23A and PR 23B on 100.

- Electric Eye Attachment 440 and 440A: This should not be used with Polacolor film.

IMPORTANT: Because Polaroid color film is slower than the black and white film you have been using, the shutter will be operating more slowly. Thus, it is important to hold your camera steady when you click the shutter. Even after you hear the shutter click, pause for a moment before you move the camera, the shutter blade may still be moving after the release clicks.

DEVELOPMENT TIME: Develop 60 seconds at room temperature. As the temperature goes down development time goes up.

Processing Temperature	Development Time
70°F and above	60 seconds
60°F	2 minutes
Below 60°F	See Page 5: PICTURES IN EXTREME TEMPERATURES

Using the above guides, you can influence color balance as follows: less development time gives pink overtones; more development time gives blue overtones.

POLACOLOR PRINT MOUNTS: With Polacolor film we are introducing an entirely new system of showing, storing and protecting prints. It eliminates the danger of pictures being damaged

in the mail, when carried in pockets or wallets or when stored in a drawer. With each roll of film we are providing a deck of six mounting cards. Each card has a sticky surface to be pressed against the back of the Polaroid color print (they should not be used with black and white Land prints). Instructions for using them are printed with each deck of mounts. They hold the picture flat and are strong enough to prevent accidental cracking.

IMPORTANT: In normal humidity Polacolor prints curl slightly (as does any picture). In extremely dry conditions (such as a heated house in the wintertime) the curl may be more pronounced. The new Polacolor print mounts prevent this. If your pictures have curled before mounting, do not attempt to straighten them by drawing over a straight edge. This will crack the surface of the print. Simply mount the picture, using care not to bend it too sharply. The ideal procedure is to mount your pictures as you take them.

NEGATIVE CUTOFF: The negative base for Polacolor film is much tougher than that of regular film. Unless you have a recent camera model with notched teeth on the cutter bar, you may find it difficult to tear off the tab. We suggest you get an inexpensive accessory, the Polaroid Cutter Bar Adapter #274L for locking cutter bars

or #274 for non-locking cutter bars.

EXPOSURE GUIDE: Use the following chart if you do not own a light meter or an electric eye camera. The larger red numbers are for cameras using the Exposure Value (EV) system. The smaller black numbers are for cameras using the original Polaroid Land Camera numbers (for temperatures above 60°).

- These setting are for temperatures above 60°.

SUBJECT	LIGHT		Hazy Soft Shadows	Cloudy No Shadows	Dull
		Bright			
AVERAGE		14	12	11	10
People, Pets		5	3	2	1
BRIGHT		15	13	12	11
Beach		6	4	3	2
DARK		12	11	10	9
Shady spots		3	2	1	—

- **TO CORRECT EXPOSURE:** For non-automatic cameras, if picture is too light, use a higher number. If it is too dark, use a lower number. Always set exactly on a number, never between numbers. For Electric Eye Cameras adjust the Scene Selector (Models 850 and 900) or the lighten/darken control (Model J66).

- The 4-stop filter should not be used with this film.

PICTURES IN EXTREME TEMPERATURES: Pictures can be taken at any temperature; it is only the temperature of the camera while processing the picture that is important. The temperature of the camera during processing should be between 60 degrees and 90 degrees Fahrenheit.

You may take your camera from a heated car or house, step into very cold weather, snap a picture, and return immediately to the warm car or house to process. If your camera has been outside long enough to become chilled, you can still take beautiful pictures. Simply delay processing until your camera has warmed up to at least 60 degrees. The same procedures may be used for extreme hot temperatures.

IMPORTANT: When judging a print outdoors, look at it in the shadow. The picture that appears to be perfectly exposed in bright sunlight may look too dark indoors.

FLASH: Do not attempt to use a Polaroid wink-light without the auxiliary flasher that came with it.

- J66 owners should buy the new Color Adapter Kit #660 which contains a special reflector (the J5) that slips into the base of the camera's built-in flashgun. It will hold the tiny

M-3 (clear) bulbs necessary for color. (This gun has a built-in blue shield.)

- With all cameras except the J66, you may use any Polaroid flashgun or the auxiliary flasher which came packed with the wink-light. Be sure your flashgun has fresh batteries.
- Be sure to use a blue bulb if your flashgun does not have a blue shield.
- Do not attempt to use bounce flash for color pictures.

GUIDES FOR DIRECT FLASH: The tables below are useful guides for making flash pictures. Since subject color, color of walls, reflectivity, camera angle and personal taste affect exposure, remember that a higher number will produce a darker picture, while a lower number will lighten it. Most important of all: determine accurate camera-to-subject distance and use the setting for that distance.

POLAROID WINK-LIGHT WITH FLASHER & AG-1B (BLUE) BULB

Distance (feet)	3½'	5'	7'	10'
Camera Models 95A, 95B, 700, 150, 160, 800 (see note)	EV 15 6	14 5	13 4	12 3
Models 850/900	EV 14	13	12	11
Models 110A, 110B, 120 with 1/30th & M synch	EV 14 f/22	13 f/16	12 f/11	11 f/8

POLAROID FLASHGUN WITH PRESS-25B (BLUE) BULB

Distance (feet)	3½'	5'	7'	10'
Camera Models 95A, 95B, 700, 150, 160, 800 (see note)	EV 16 7	15 6	14 5	13 4
Models 110A, 110B, 120 with 1/30th & M synch	EV 15 f/32	14 f/22	13 f/16	12 f/11
Model 110 with 1/25th & M synch	f/22	f/16	f/11	f/8

Note: The wink-light is not recommended with the original Model 95. When using a flashgun with the original Model 95 and Press-25B bulbs, set shutter one number lower. Do not use a flashgun with camera models 850/900.

- Send a post card to Customer Service, Polaroid Corporation, Cambridge, Massachusetts 02139, requesting a free flash guide for your camera and flash equipment. Be sure to give model numbers for both camera and flashgun.

J66 CAMERAS: A special Color Adapter Kit #660 is needed before these cameras can take color pictures. This kit, which is available at your dealer, contains a special adapter #566 to adapt the electric eye to the slower speed of color film, a special ultra-violet filter #567 which improves color quality, and the J-5 Flash Reflector which fits right over the built-in flashgun and uses the more powerful M-3 bulbs.

PRINT STORAGE: Dyes used in this film, like any other dyes, may, in time, change. Neither pictures nor film, therefore, will be replaced or

warranted against any change in color.

- If you want to keep a color print where you can see it all the time, place it somewhere away from strong window light. As with any conventional color print, strong sunlight or skylight will eventually fade the colors.

COPIES AND ENLARGEMENTS: These are available directly from Polaroid Copy Service. Prices are printed on the order envelope packed with this film. Color copies cannot be made in the Print Copier.

ADDITIONAL INSTRUCTIONS: A detailed instruction sheet for different Land Camera models is available showing how to make the best Polaroid Land color pictures. Your dealer should have a supply of these sheets. If he is unable to furnish you one, write to Customer Service, Polaroid Corporation, Cambridge, Massachusetts 02139. Be sure to specify your camera model.

CAUTION: This process uses a caustic jelly which is safely packed inside sealed containers within the positive roll. If, accidentally, you should get some of this jelly on your skin, wipe it off immediately. To avoid an alkali burn wash the area with plenty of water as soon as possible. It is particularly important to keep the jelly away from eyes and mouth. Keep the discarded materials out of the reach of children and animals, for these materials still contain some jelly.

F 2796H "Polaroid" and "Polacolor"® Printed in U.S.A.

HOW TO USE POLACOLOR® PRINT MOUNTS



1. Peel this brown paper back and fold along the dotted line (thus partially exposing adhesive surface). Covered area permits alignment without sticking.

2. Align picture carefully along the top long edge pressing only lightly to the adhesive end until there is perfect alignment.

3. Now press picture down firmly along right edge where adhesive is exposed. Remove brown paper by pulling down on tab (A in drawing). Press picture to mount working along two long edges from right to left.



START TO PEEL ALONG EITHER OF THESE EDGES

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